

**SYSTEM AND TECHNIQUE FOR AUTOMATICALLY ASSOCIATING  
RELATED ADVERTISEMENTS TO INDIVIDUAL SEARCH RESULTS ITEMS  
OF A SEARCH RESULT SET**

**ABSTRACT OF THE DISCLOSURE**

- 5        The resultant search result items from a search engine performing an Internet search are associated with similar or related advertisements. These associated advertisements, once acquired, may be viewed by a user on demand. An Internet user selects a query to submit to a search engine. For each search result item available from the query, a matching search of related product advertisements is then performed. For 10 each related product advertisement found for a given search result item, the search result item is then flagged. This process is repeated until each search result item has been investigated and matched to related product advertisements when applicable. The user then designates a selection. This selection initiates a search of an advertisement database. Each product advertisement acquired is then formatted and displayed to the user.
- 15       The computer system capable of associating related advertisements to individual search results items uses the following subsystems: 1) a product database; 2) a user/session manager; 3) a product matching manager; 4) a product listing manager; and, 5) a result presentation manager.

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